



# Department of Planning, Housing, & Community Development

**Mayor, Richard C. David**

*Acting Director, Jennifer M. Taylor*

**Date:** 18 February 2014  
**To:** Commission on Architecture & Urban Design Members  
**Subject:** **201 State Street – Signage**  
**Tax ID:** 160.33-1-31  
**Case:** CAUD 2014-02  
**Copies:** T. Costello; A. Tuttle; file

---

## **A. Review Requested**

On 14 February 2014, Adam Tuttle, the property owner, submitted an application for Design Review for the building located at 201 State Street. This building is located in the State and Henry Street Historic District and all exterior modifications, including signage, have to be reviewed and approved by the Commission on Architecture and Urban Design (CAUD).

## **B. Proposal**

The Applicant is proposing to install one (1) projecting sign on the front façade of the building. The proposed sign measures 22 square feet (11 feet tall by 2 feet wide). The proposed sign is metal, with a rustic copper finish. The lettering on the sign (“Social on State”), will be back-lit channel cut letters.

## **C. Signage Proposal**

201 State Street is located in the C-2, Downtown Business District. Under the current Zoning Code, the following regulations apply:

### **Permitted**

- All structural types
- 2 signs per frontage per activity
  - Projecting Sign
    - 20 sq ft
    - Illumination permitted

### **Proposed**

1 sign proposed  
  
22 sq ft  
Halo illumination

Under the proposed new sign ordinance, the following regulations would apply:

### **Permitted**

- Maximum Signage Area 88 sq ft
- Projecting Sign
  - Maximum Size 20 sq ft
  - Area Bonus to be Applied
    - Individually Cut Letters 15%

### **Proposed**

22 sq ft  
  
22 sq ft  
  
+3 sq ft

- Simplified Content 5% +1 sq ft
- Max Size w/Bonuses 23 sq ft 22 sq ft

The proposed sign meets the requirements of the proposed new sign ordinance. The Applicant has stated that they intend to wait to file for a sign permit until the new ordinance has been voted upon by City Council.

#### D. Staff Findings

Projecting signs are considered appropriate in the historic district, provided they are not internally illuminated panel box signs; halo lighting as proposed here is acceptable.

#### E. Photographs

**Double Faced Non Illuminated  
Metal sign with Rustic Copper finish  
With Internally Illuminated Channel Letters**



Proposed projecting sign